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CONSUMER & BRAND

# Brand KPIs for premium fashion: Boss in Brazil

Consumer Insights report

**Consumer** Insights  
by **statista** 

September 2024



# Discover your Brand KPI scores. Benchmark against competitors and measure your brand's market impact

Introduction: study details

## The report

This report has been created using the data from Statista's Consumer Insights Brand KPIs. The report provides you with key consumer insights and benchmarks for a brand's performance against the industry overall and their competitors.

Our data allows you to measure each brand's position in the market by creating a profile using Statista's 5 key performance indicators. Which are: awareness, popularity, ownership, loyalty, and media buzz.

This report is based on Boss' performance in the premium fashion market.

If you would like to find out more about the Consumer Insights at [Boss](#) or the Brand Profiler, please click the link below.

## Methodology

**Design:** Online Survey

**Duration:** approx. 15 minutes

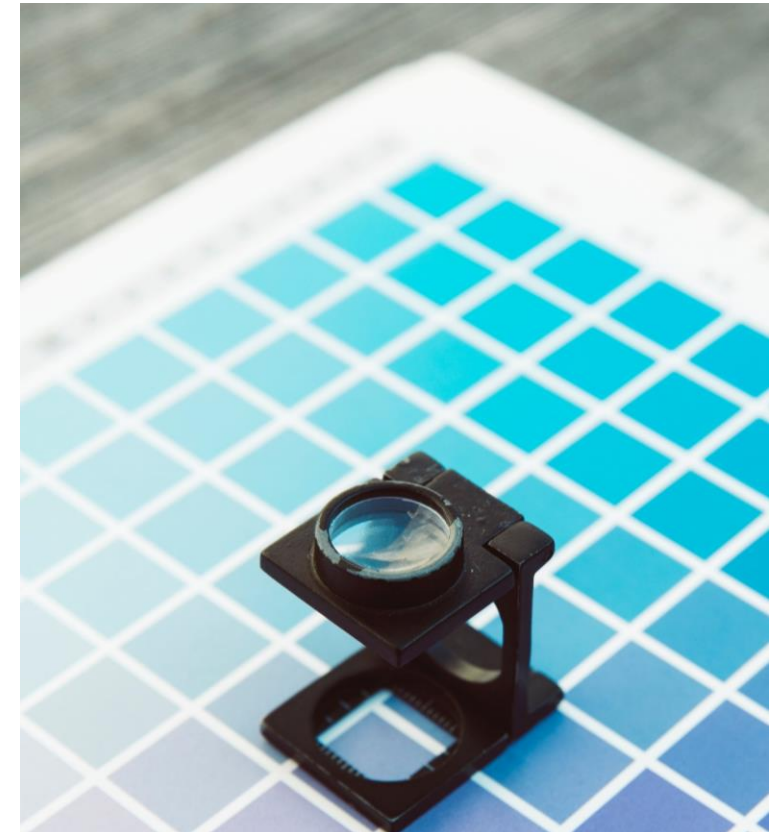
**Language:** official language(s) of each country with American English offered as an alternative

**Regions:** Brazil, Germany, India, Mexico, U.S. and UK

**Number of respondents:** approx. 2500

**Sample:** Internet users, aged 18 - 64, quotas set on gender and age

**Fieldwork:** February-March 2024



# 76% of Boss owners display loyalty towards the brand

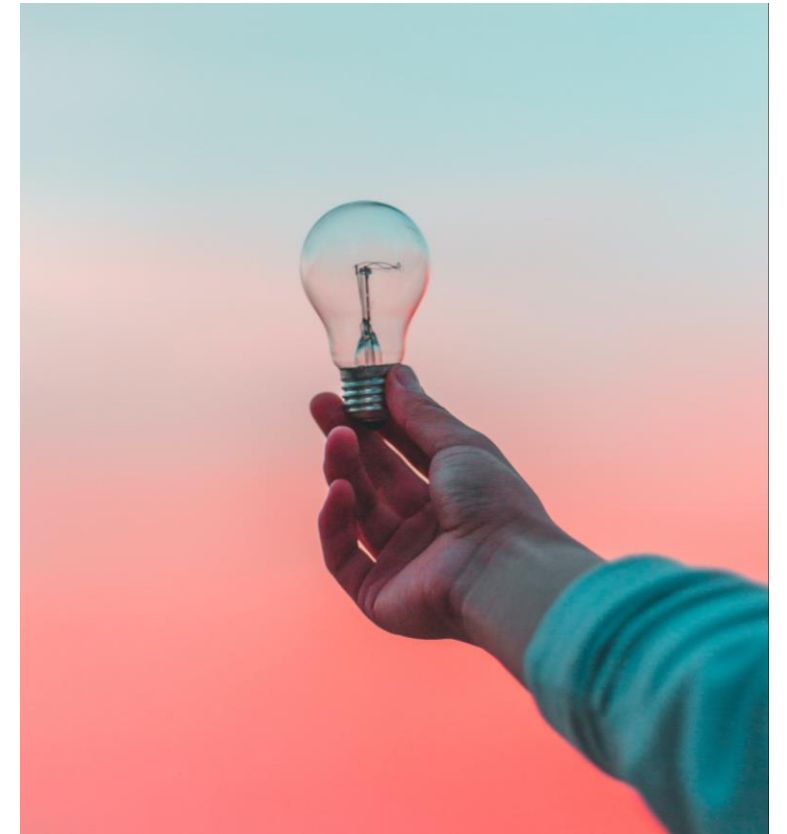
Introduction: key insights

## Who does the brand appeal to?

- Boss' branding resonates more with Millennials
- Boss generally appeals to men more than women
- Among Boss enthusiasts, 40% fall under the high-income category
- Consumers want their premium fashion brands to have authenticity, exclusivity, and reliability

## How does the brand perform in the market?

- Boss ranks fourth in awareness within the premium fashion market
- The popularity rating of Boss is 40%
- Boss ranks sixth in ownership
- In terms of loyalty, Boss is outside the Top 10 in Brazil
- Boss has a score of 30% for media buzz



## CHAPTER 01

# Brand profile

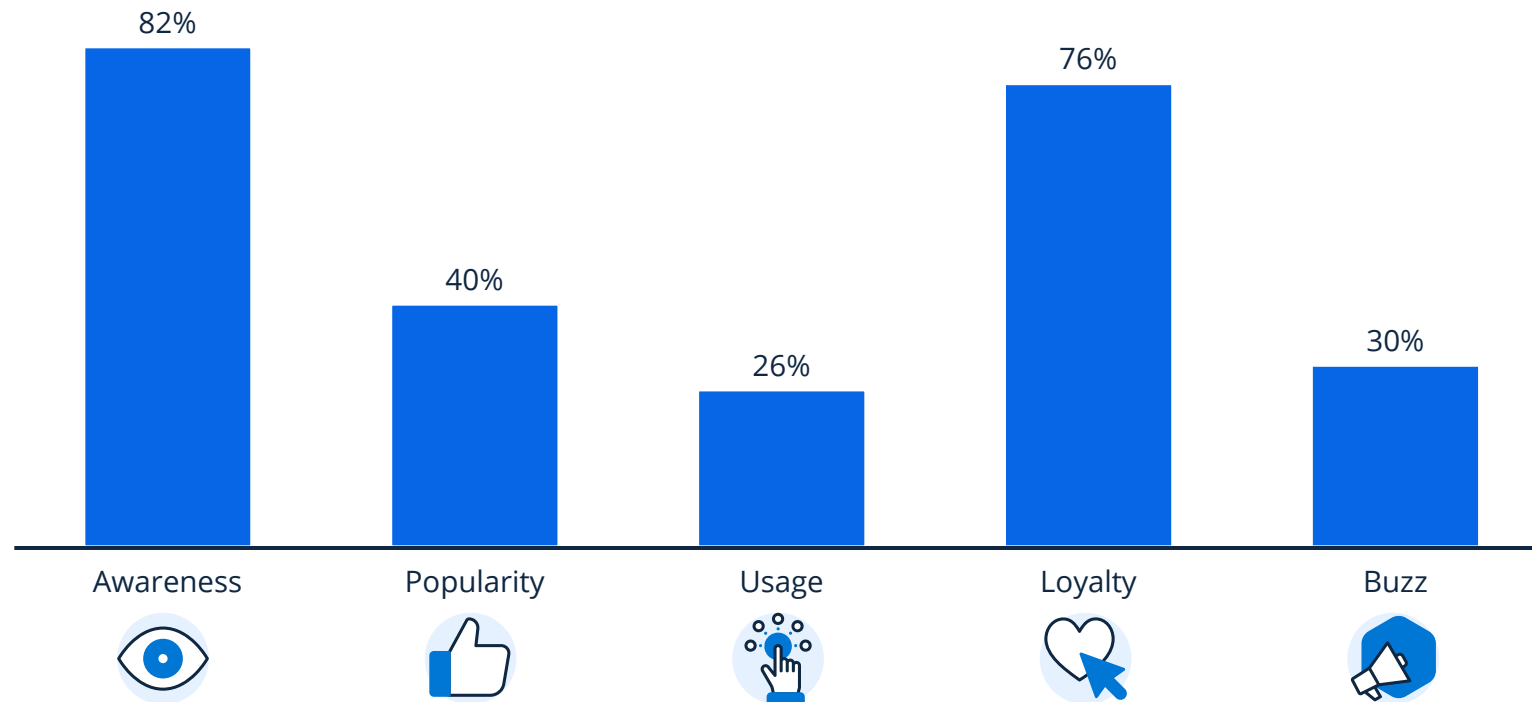
In this section, we show the demographics and attitudes of consumers who say they like this brand versus the share of industry users. The chapter aims to bring clarity to companies who want to know who their branding is currently appealing to and what they think about the industry.



# Awareness is the highest scoring KPI for Boss at 82%

Brand profile: snapshot

## Brand performance of Boss in Brazil



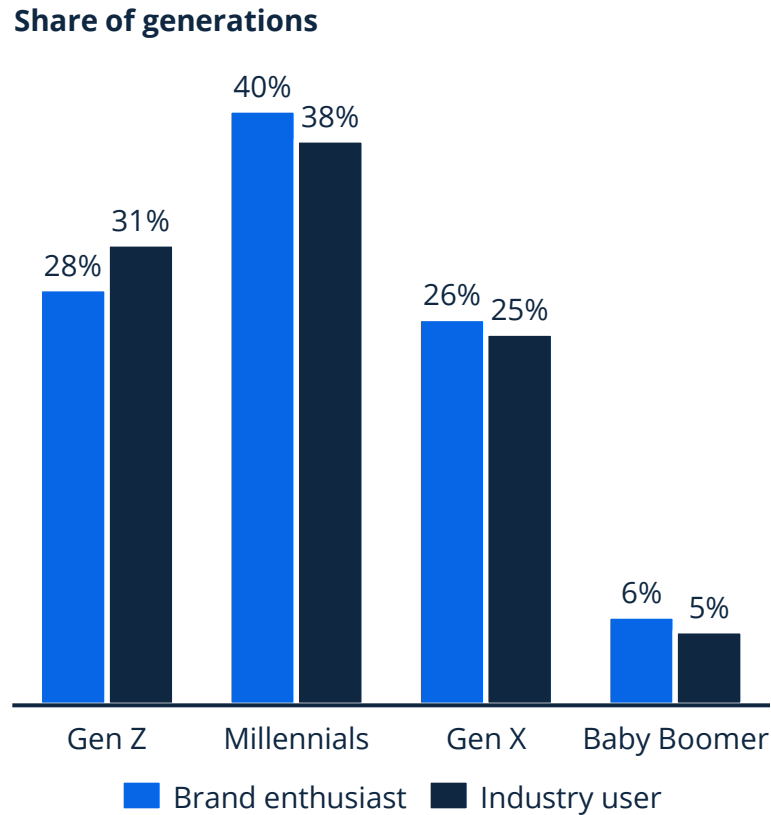
# Boss' branding resonates more with Millennials

Brand profile: consumer demographics (1/3)

Measuring attitudes and opinions among generations helps identify your target audience for your next campaigns.

With that in mind, when looking at the share of consumers who like Boss by generation versus the share of industry users in general, we can see that Boss is liked by 6% of Baby boomers and 26% of Gen Xers, whereas the total share of industry users is 5% and 25%, respectively.

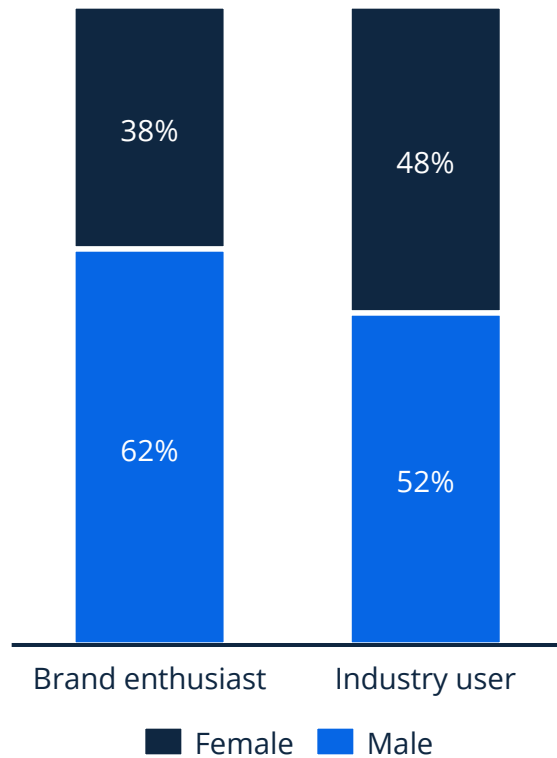
For Millennials and Gen Z, 40% and 28% feel positively towards Boss, versus 38% and 31%. So currently, for Boss, Millennials connect most with their brand compared to the overall industry user.



# Boss generally appeals to men more than women

Brand profile: consumer demographics (2/3)

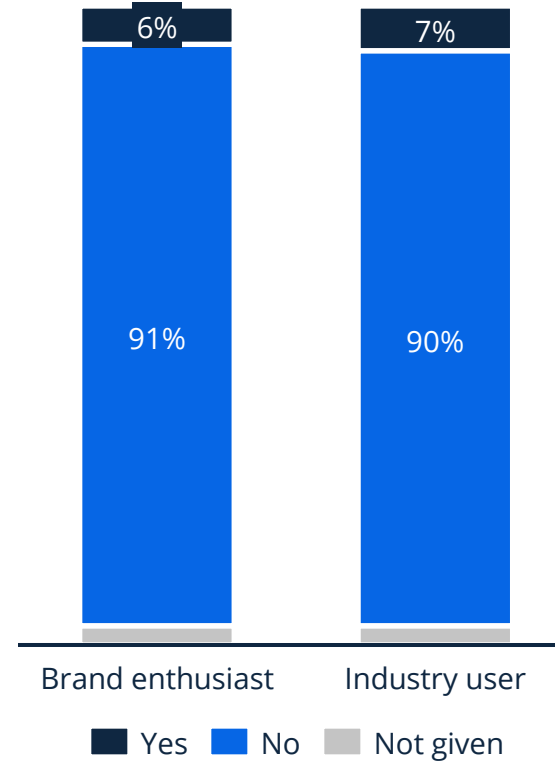
## Gender



The Gender split between brand enthusiasts of Boss shows that women are less likely to have an affinity with the brand compared to men.

62% of men like Boss compared to 38% of women, whereas for the overall industry, 52% of men own premium fashion compared to 48% of women.

## LGBTQIA+ status



Understanding and respecting the diverse needs and identities of consumers is becoming more and more important, not just from a sensitivity point of view, but also from recognizing potential business opportunities that come with inclusivity and diversity. And currently, Boss has a similar proportion of LGBTQIA+ consumers when compared to the industry users in general.

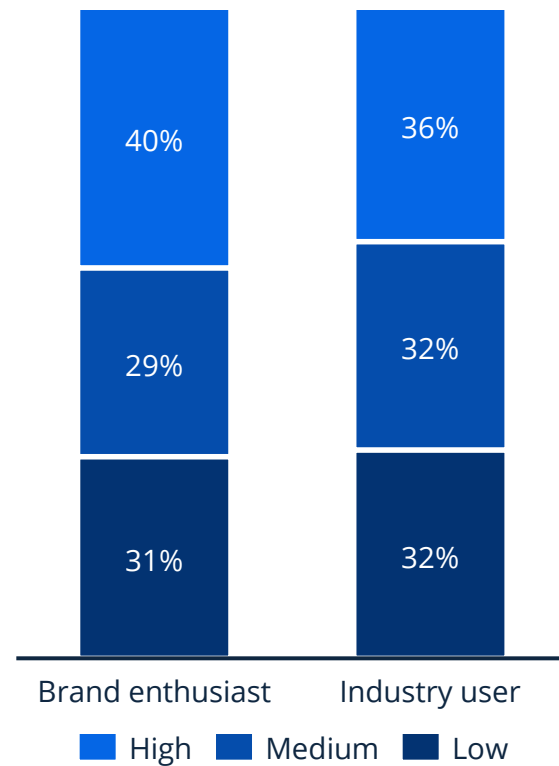
6% of Boss enthusiasts consider themselves to be part of the LGBTQIA+ community compared to 7% among industry users overall.



# Among Boss enthusiasts, 40% fall under the high-income category

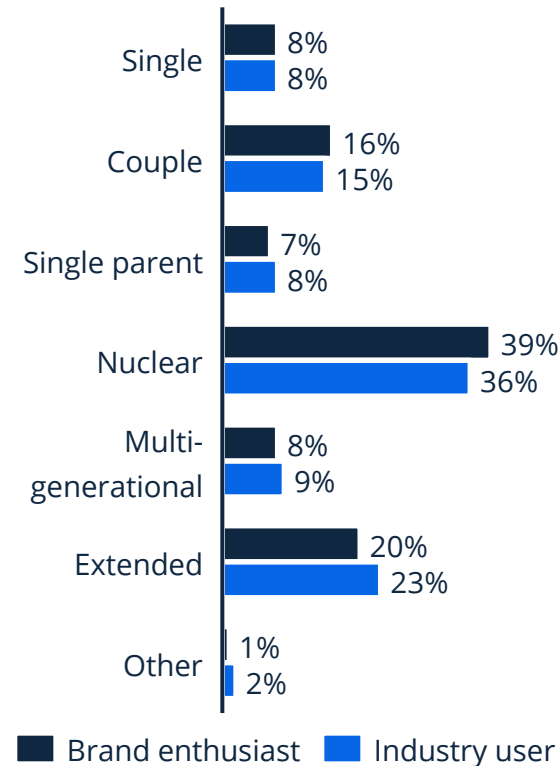
Brand profile: consumer demographics (3/3)

## Household income



The graph illustrates the annual household income distribution among enthusiasts of the brand and owners within the industry. 40% of Boss enthusiasts are from high-income households.

## Household type

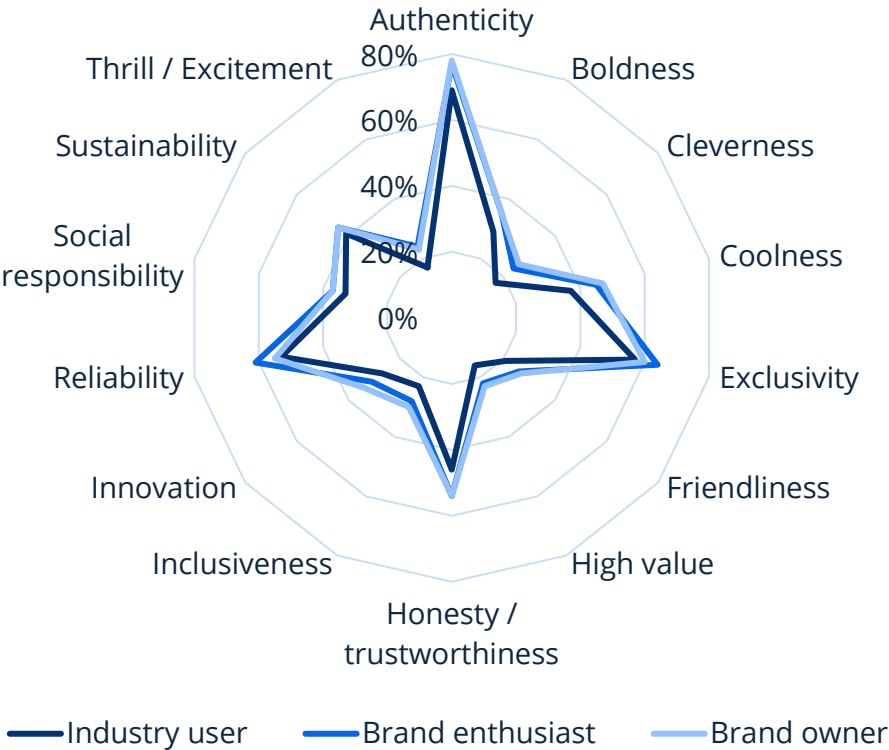


The chart shows the household type, taking into account factors such as household size, family structure, and the number of children. Boss' brand is generally enjoyed more by consumers who are part of a nuclear household, 39% of Boss enthusiasts have this current living situation.

# Consumers want their premium fashion brands to have authenticity, exclusivity, and reliability

Brand profile: qualities

## Qualities owners want from premium fashion brands



For premium fashion, the top three qualities owners want from a brand are authenticity, exclusivity, and reliability.

Boss owners also appreciate these key attributes, indicating Boss exudes these qualities.

The qualities that Boss enthusiasts are least focused on are high value and thrill / excitement.

Boss should work on promoting reliability to convert enthusiasts into owners.



9 Notes: "When it comes to premium fashion, which of these aspects are most important to you?"; Multi Pick; "When it comes to premium fashion, which of the following brands do you like?"; Multi Pick; "When it comes to premium fashion, which of the following brands have you purchased in the past 12 months?"; Multi Pick; Base: n=265, Boss owners', n=410, Boss enthusiast, n=1,063, premium fashion owners

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